# **Request for Reconsideration after Final Action**

# The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	77908876
LAW OFFICE ASSIGNED	LAW OFFICE 106
MARK SECTION (no change)	
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	evi_9776215194-20141124234018197272BlackBook2.pdf
CONVERTED PDF FILE(S) (5 pages)	\\TICRS\EXPORT16\IMAGEOUT16\779\088\77908876\xml7\RFR0002.JPG
	\\\TICRS\EXPORT16\IMAGEOUT16\779\088\77908876\xml7\RFR0003.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\779\088\77908876\xml7\RFR0004.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\779\088\77908876\xml7\RFR0005.JPG
	\\TICRS\EXPORT16\IMAGEOUT16\779\088\77908876\xml7\RFR0006.JPG
ORIGINAL PDF FILE	evi_9776215194-20141124234018197272Ex1.pdf
CONVERTED PDF FILE(S) (1 page)	\\\TICRS\EXPORT16\IMAGEOUT16\779\088\77908876\xml7\RFR0007.JPG
ORIGINAL PDF FILE	evi_9776215194-20141124234018197272Ex2.pdf
CONVERTED PDF FILE(S) (6 pages)	\\\TICRS\EXPORT16\IMAGEOUT16\779\088\77908876\xml7\RFR0008.JPG
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	\\TICRS\EXPORT16\IMAGEOUT16\779\088\77908876\xml7\RFR0013.JPG

DESCRIPTION OF EVIDENCE FILE	Request for Reconsideration and Exhibits 1 and 2 to Request	
SIGNATURE SECTION		
RESPONSE SIGNATURE	/Joseph J. Weissman/	
SIGNATORY'S NAME	Joseph J. Weissman	
SIGNATORY'S POSITION	Attorney of record	
SIGNATORY'S PHONE NUMBER	(813) 225-2500	
DATE SIGNED	11/24/2014	
AUTHORIZED SIGNATORY	YES	
CONCURRENT APPEAL NOTICE FILED	NO	
FILING INFORMATION SECTION		
SUBMIT DATE	Mon Nov 24 23:44:24 EST 2014	
TEAS STAMP	USPTO/RFR-97.76.215.194-2 0141124234424345540-77908 876-500aade58f76377ff4dac b1d47b6cb26f7e94668646cfa d291d6da9144e46591147-N/A -N/A-20141124234018197272	

PTO Form 1960 (Rev 9/2007)

OMB No. 0651-0050 (Exp. 07/31/2017)

# Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. 77908876 has been amended as follows:

## **EVIDENCE**

Evidence in the nature of Request for Reconsideration and Exhibits 1 and 2 to Request has been attached. **Original PDF file:** 

evi\_9776215194-20141124234018197272\_.\_BlackBook2.pdf

Converted PDF file(s) (5 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

### Evidence-5

## **Original PDF file:**

evi\_9776215194-20141124234018197272\_.\_Ex.\_1.pdf

Converted PDF file(s) (1 page)

Evidence-1

## **Original PDF file:**

evi\_9776215194-20141124234018197272\_.\_Ex.\_2.pdf

**Converted PDF file(s)** (6 pages)

Evidence-1

Evidence-2

Evidence-3

Evidence-4

Evidence-5

Evidence-6

## **SIGNATURE(S)**

## **Request for Reconsideration Signature**

Signature: /Joseph J. Weissman/ Date: 11/24/2014

Signatory's Name: Joseph J. Weissman Signatory's Position: Attorney of record

Signatory's Phone Number: (813) 225-2500

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 77908876

Internet Transmission Date: Mon Nov 24 23:44:24 EST 2014 TEAS Stamp: USPTO/RFR-97.76.215.194-2014112423442434

5540-77908876-500aade58f76377ff4dacb1d47 b6cb26f7e94668646cfad291d6da9144e4659114

7-N/A-N/A-20141124234018197272

UNITED STATES PATENT & TRADEMARK OFFICE

In re Application of: Romantic Tours, Inc.

Mark: BLACK BOOK

Trademark Law Office 106

Serial No. 77/908,876

Trademark Attorney: Tejbir Singh

RESPONSE TO FINAL OFFICE ACTION AND REQUEST FOR RECONSIDERATION

Ī. INTRODUCTION

The Examiner initially refused registration based on likelihood of confusion with Reg.

Nos. 4,051,248, 3,926,282 and 4,065,116. Applicant respectfully disagreed with this refusal and

responded with respect to each refusal. In its Final Office Action, the Examiner retains the

refusal based on Reg. No. 4,051,248 only. Concurrent with this filing, Applicant has appealed

the Examiner's final refusal. Nevertheless, Applicant responds in the hope that Examiner will

permit the applied-for mark to register.

The applied-for mark is BLACK BOOK in IC 042 for "Providing on-line non-

downloadable software for keeping track of online companions and organizing online

communications, correspondence history, events, profiles and preferences in the field of online

relationships and dating."

The remaining registrant's mark (Reg. No. 4,051,248) is for XXXBLACKBOOK for

various services. The Examiner finds most relevant the services in IC 042 for "Hosting online

websites for others for organizing and conducting online meetings, gatherings and interactive

discussions."

1

In analyzing likelihood of confusion, "[t]he points of comparison for a word mark are appearance, sound, meaning, and commercial impression." *Palm Bay Imports, Inc. v. Veuve Clicquot Ponsardin Maison Fondee en 1772*, 396 F.3d 1369, 73 USPQ2d 1689,1691 (Fed Cir. 2005), *citing In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973). *See* TMEP 1207.01(b)(i).

Applicant respectfully submits that there is no likelihood of confusion between the applied-for mark and the registered marks. The marks are sufficiently different as to both appearance and commercial impression. In addition, the goods and services at issues are sufficiently different to minimize any likelihood of confusion.

#### II. ANALYSIS

Applicant hereby adopts and repeats the arguments made in its response to the Examiner's initial Office Action. Applicant also responds specifically to the new arguments raised by Examiner in its Final Office Action.

The Examiner avers that "Applicant's mark does not create a distinct commercial impression because it contains the same common wording as the registered mark, and there is no other wording in applicant's mark to distinguish it from the registered mark." This argument ignores the fact, however, that registrant's mark is one word that begins with the highly distinctive prefix XXX. XXX is commonly understood to designate pornography. (See Wikipedia printout at Ex. 1 ("The XXX symbol used to designate pornographic material in the U.S. and other regions around the world"); Wikipedia printout at Ex. 2 (regarding .XXX top-level domain for pornographic websites)). Thus, XXXBLACKBOOK certainly connotes a distinct commercial impression from the two-word mark using the common term BLACK BOOK.

The cases cited by the Examiner to the contrary are off-point. In *In re Mighty Leaf Tea*, 601 F.3d 1342, 94 USPQ2d 1257 (Fed. Cir. 2010), the Federal Circuit upheld the TTAB's refusal to register the mark "ML" due to the prior registration of the following mark:

# MARK LEES

Thus, *Mighty Leaf Tea* was not a situation in which the applicant merely deleted wording or letters from an existing mark. To the contrary, the dominant portion of the registered mark was the exact same as the applicant's proposed mark – "ML".

Similarly, in *In re Optica Int'l*, 196 USPQ 775, 778 (TTAB 1977), the PTO refused registration of "OPTIQUE" due to the existing registration for the mark "OPTIQUE BOUTIQUE." The word "BOUTIQUE" added nothing sufficient to distinguish the marks. The PTO held "in view of the meaning of the term 'BOUTIQUE' as a small shop ... and in the case of the registered mark a shop that deals in optical devices, the deletion of this term by applicant is insufficient to distinguish "OPTIQUE", per se, from "OPTIQUE BOUTIQUE", when used in connection with competing optical wear.

In contrast, in this case, the leading XXX portion of the XXXBLACKBOOK mark creates a different impression than the two word mark BLACK BOOK. XXX is not a generic descriptor that one would expect to accompany BLACKBOOK. Nor can the marks be said to create a similar overall commercial impression. Applicant's point in its response to the initial Office Action regarding the relative weakness of the term Black Book was not meant to suggest

that such a mark is not entitled to protection. To the contrary, the point was to emphasize that the XXX portion of XXXBLACKBOOK is the dominant portion of the registered mark that results in a different overall commercial impression.

This is even more true as the applied-for mark is not for dating services but for "Providing on-line non-downloadable software for keeping track of online companions and organizing online communications, correspondence history, events, profiles and preferences ..." that is used in conjunction with "online relationships and dating." "XXXBLACKBOOK" on the other hand, is registered, *inter alia*, for "Online adult dating" and "Hosting online websites for others for organizing and conducting online meetings, gatherings and interactive discussions." Clearly, the registered mark for "Online *adult* dating" is in line with the XXX (pornographic) nature of the XXXBLACKBOOK mark. Even the type of dating community is different.

The Examiner's references to downloadable apps for handheld devices offered by certain dating sites do not establish that Applicant's services and Registrant's services are commonly provided by the same entities. Applicant's services relate to "on-line, non-downloadable software," not downloadable apps. Moreover, the Examiner includes no evidence that adult (*i.e.*, pornographic) websites commonly offer any software whatsoever relating to dating.

#### III. CONCLUSION

For the above reasons, the term "blackbook" by itself is unlikely to be seen as the main source identifier in the cited mark. The same is not true for the applied-for mark, which is for sufficiently different services. Applicant respectfully submits that there is no likelihood of confusion between the applied-for mark and the registered mark. Applicant requests that the applied-for mark be permitted to register.

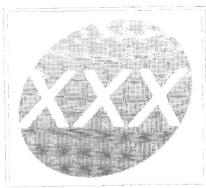
Dated: November 24, 2014 Respectfully submitted,

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# **Pornography**

From Wikipedia, the free encyclopedia

Pornography (often abbreviated as "porn" or "porno" in informal usage) is the portrayal of sexual subject matter for the purpose of sexual arousal. Pornography may be presented in a variety of media, including books, magazines, postcards, photographs, sculpture, drawing, painting, animation, sound recording, film, video, and video games. The term applies to the depiction of the act rather than the act itself, and so does not include live exhibitions like sex shows and striptease. The primary subjects of pornographic depictions are pornographic models, who pose for still photographs, and pornographic actors or porn stars, who perform in pornographic films. If dramatic skills are not involved, a performer in a porn film may also be called a model.



The XXX symbol used to designate pornographic material in the U.S. and other regions around the world

Various groups within society have considered depictions of a sexual nature immoral and noxious, labeling them pornographic,

and attempting to have them suppressed under obscenity and other laws, with varying degrees of success. Such works have also often been subject to censorship and other legal restraints to publication, display or possession. Such grounds and even the definition of pornography have differed in various historical, cultural, and national contexts.<sup>[1]</sup>

Social attitudes towards the discussion and presentation of sexuality have become more tolerant and legal definitions of obscenity have become more limited, leading to an industry for the production and consumption of pornography in the latter half of the 20th century. The introduction of the home video and Internet saw a boom in the worldwide porn industry that generates billions of dollars annually. Commercialized pornography accounts for over US\$2.5 billion in the United States alone, [2] including the production of various media and associated products and services. This industry employs thousands of performers along with support and production staff. It is also followed by dedicated industry publications and trade groups as well as the mainstream press, private organizations (watchdog groups), government agencies, and political organizations. [3] More recently, sites such as pornhub.com, redtube.com and youporn.com, have served as repositories for home-made or semi-professional pornography, made available free by its creators (who could be called exhibitionists). It has presented a significant challenge to the commercial pornographic film industry.

Irrespective of the legal or social view of pornography, it has been used in a number of contexts. It is used, for example, at fertility clinics to stimulate sperm donors. Some couples use pornography at times for variety and to create a sexual interest or as part of foreplay. There is also some evidence that pornography can be used to treat voyeurism.<sup>[4][5]</sup>

## **Contents**

■ 1 Etymology

## .XXX

From Wikipedia, the free encyclopedia

.xxx (pronounced "dot triple-X" or "dot x x x") is a sponsored top-level domain (sTLD) intended as a voluntary option for pornographic sites on the Internet. The sponsoring organization is the International Foundation for Online Responsibility (IFFOR).[1] The registry is operated by ICM Registry LLC. The ICANN Board voted to approve the sTLD on 18 March 2011.<sup>[2]</sup> It went into operation on 15 April 2011.<sup>[3]</sup>

The TLD entered its sunrise period on 7 September 2011 at 16:00 UTC; [4] the sunrise period ended 28 October 2011. Landrush period lasted from 8 November through 25 November, and General Availability commenced on 6 December 2011.<sup>[5]</sup>

## **Contents**

- 1 Background
- 2 Proposal by ICM Registry
- 3 Manwin suits
- 4 Alternative implementations
- 5 References
- 6 External links

## **Background**

A gTLD (generic top-level domain) for sexually explicit material was proposed as one tool for dealing with the conflict between those who wish to provide and access such material through the Internet, and those who wish to prevent access to it, either by children and adolescents, or by employees at their workplaces.

Advocates of the idea argue that it will be easier for parents and employers to block the entire TLD, rather than using more complex and error-prone

#### .XXX



.xxx TLD Logo from ICM Registry

2011 Introduced

Sponsored top-level domain TLD type

Generally available Status

ICM Registry, LLC Registry

International Foundation for Online **Sponsor** 

Responsibility

Intended use Internet pornography

Mainly as secondary domains for Actual use

> pornographic websites; primary domains still tend to be under .com

Registration Applicants are pre-screened and their

existing Web sites checked to restrictions

> ascertain they are part of the adult entertainment community; a post-registration challenge process exists also; standards such as not marketing to minors must be adhered

to

Direct second-level registrations Structure

allowed

RFC 3675, ICANN New sTLD RFP **Documents** 

> Application (http://www.icann.org /tlds/stld-apps-19mar04/xxx.htm)

UDRP, Charter Eligibility Dispute Dispute policies

Resolution Procedure (CEDRP) (http://www.icann.org

/tlds/agreements/sponsored

/sponsorship-

agmt-att12-13oct01.htm), Start-Up

content-based filtering, without imposing any restrictions on those who wish to access it.<sup>[6]</sup> Editors of explicit content sites, however, were afraid that the use of a single TLD like .xxx would also make it easier for search engines to block all of their content.<sup>[7]</sup>

Trademark Opposition Procedure

(STOP)

Website ICM Registry

(http://icmregistry.com/)

DNSSEC No

Critics of the idea argue that because there is no requirement for providers of explicit content to use the TLD, sexually explicit material will still be commonplace in other domains, making it ineffectual at restricting access, and simply creating a new "landrush" as registrants of .com domains hosting explicit material attempt to duplicate their registrations in the .xxx domain, competing with operators who hope to register desirable names unavailable in other TLDs. There is also concern that the existence of .xxx will lead to legislation making its use *mandatory* for sexually explicit material, leading to legal conflicts over the definition of "sexually explicit", free speech rights, and jurisdiction.<sup>[6][8]</sup>

There is also early evidence that .xxx domain names will be registered not with the intent to focus on pornographic content, but to use the adult connotations as a benefit to a marketing strategy.<sup>[9]</sup> An example is the registration of kite.xxx, which is aimed at the extreme sport of kitesurfing, thus benefiting from sexual connotations and innuendo for humor and promotional purposes. Another example of a .xxx domain name being registered without a focus on pornographic content was the registration of popebenedict.xxx, which contained pro-Islamic content despite being named after Pope Benedict XVI.<sup>[10]</sup>

# **Proposal by ICM Registry**

The .XXX TLD was first proposed in 2000 by ICM Registry and resubmitted in 2004, but it faced strong opposition from politicians and conservative groups.<sup>[11]</sup>

ICANN announced on 1 June 2005 a preliminary approval of .xxx as an sTLD similar to .aero, .travel, etc. ICM said it would charge \$60/year for domains. In December 2005, discussions about the implementation of .xxx were taken off the agenda of ICANN Governmental Advisory Committee (GAC), placing its future in doubt. In its March 2006 meeting, the GAC formulated a letter of concern to the ICANN board about .xxx. On 10 May 2006, ICANN reversed the approval. [12] On 6 January 2007, ICANN put up for public comment a revised proposal [13] following changes to the policy of the ICM registry including the policing of any site that signs up to use the .xxx registry. [14] On 30 March 2007, the ICANN board again rejected the .xxx proposal for the third time. [15]

On 6 June 2008, in accordance with ICANN bylaws, ICM filed an application with the International Centre for Dispute Resolution for an independent review challenging ICANN's decision. The filing became ICDR Case No. 50 117 T 00224 08, and in September 2009, a live hearing was held in Washington, DC, where both sides submitted documentary evidence and witness testimony. on 19 February 2010, the ICDR's independent review panel – consisting of Stephen M. Schwebel, Jan Paulsson and Dickran Tevrizian – issued its declaration. [16] The panel found that the application for the ".XXX sTLD met the required sponsorship criteria," and that "the Board's reconsideration of that finding was not consistent with the application of neutral, objective and fair documented policy". [17] At

the ICANN meeting in Nairobi in March 2010 the board resolved to consider "process options". A 45-day public comment was opened on 26 March 2010.<sup>[18]</sup> At the Brussels ICANN meeting in June 2010, the ICANN board resolved to restart the process, including renewed due diligence and GAC consultations.<sup>[19]</sup>

On 18 March 2011, ICANN's board approved the execution of the registry agreement with ICM for the .xxx sponsored top level domain. The vote was 9 in favor, 4 against, with 3 abstentions.<sup>[20]</sup>

ICM is expected to make over \$200 million a year, with 3 to 5 million domain registrations, as companies are anticipated to defensively register their domains.<sup>[21]</sup>

## Manwin suits

On 16 November 2011, Manwin Licensing International, a company that operates several popular adult websites including YouPorn, filed a request for a 2nd ICANN Independent Review Proceeding. In the request Manwin asks that the .xxx delegation be voided, or, if not, put up to competition on renewal.<sup>[22]</sup>

On the same day Manwin, together with adult film studio Digital Playground, filed a suit in the Central District of California against ICM alleging antitrust and competition violations. [23][24] Among the claims in the suit are that ICANN provided "no competitive process for the award of the .XXX registry contract" and that ICM CEO Stuart Lawley "has announced that he expects to be able (and intends) to prevent the establishment of any other (potentially competing) adult-content TLDs, including through a contractual promise by ICANN not to approve such TLDs".[25]

On 14 August 2012, Judge Philip S. Gutierrez granted in part and denied in part ICANN's motion to dismiss Manwin's claims and allowed the case against ICANN to move forward.<sup>[26]</sup> On 10 May 2013, the case was voluntarily dismissed by the parties, likely due to private settlement.<sup>[24]</sup>

# Alternative implementations

Starting in 2005, there was an alternative implementation of .xxx by New.net, a private domain registration service unaffiliated with ICANN, via an alternative DNS root.<sup>[27][28][29]</sup> New.net no longer offers domain names under this unofficial TLD.

Another unofficial .xxx TLD was previously available through the alternative DNS root system administered by the now-defunct AlterNIC.<sup>[30]</sup>

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# **External links**

- IANA: .xxx whois information (http://www.iana.org/root-whois/xxx.htm)
- W3C: Why Using TLDs for Filtering is Ineffective, Harmful, and Unnecessary (http://www.w3.org/2004/03/28-tld)
- ICANN: ICM v. ICANN (http://www.icann.org/en/irp/icm-v-icann.htm)
- ICANN: 18 March 2011 Draft Rationale for Approving Registry Agreement with ICM's for .XXX sTLD (http://www.icann.org/en/minutes/draft-icm-rationale-18marl1-en.pdf)
- ICANN: Chronological History of ICM's Involvement with ICANN (http://www.icann.org/en/irp /icm-v-icann/icm-icann-history-21feb10-en.pdf)
- Global Arbitration Review: Panel makes internet history (http://www.globalarbitrationreview.com/news/article/27767/panel-makes-Internet-history/)

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Categories: 2011 introductions | Sex industry | Sponsored top-level domains | Top-level domains

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